**An Effective MMOS**, pg 192-199

1. An effective MMOS needs to contain the following elements. Elaborate briefly on each.
   1. Accessibility

When considering the online solution, consider how it is possible to communicate the message more effectively to people with special needs. Making communication unnecessarily difficult for people with special needs should be avoided, this including the very young, the elderly and people with disabilities.

* 1. Clarity

Whether spoken or written, the solutions language should be clear enough for most audience members to understand. The primary goal of any solution is to convey information to the audience. Although it is a good idea to use short sentences and paragraphs, you cannot write completely in short paragraphs, short sentences and dot points.

* 1. Readability
     1. Typefaces

Use a plain, legible type face for body text. Use wither serif [such as Times New Roman] or sans-serif [such as Arial]. Decorative, script and handwriting typefaces are not recommended. If you must use a decorative, script and handwriting typeface, reserve it for headings only.

* + 1. White space

White space is a section of graphic representation that is empty of any colour or object, which is used to create a clean, uncluttered look and is not considered wasted space by designers. In this instance, it refers to the empty parts of the screen that can be used to aid readability.

* 1. Relevance

Regardless of the solutions topic, veering off onto another topic must be avoided. The audience is there for the stated message. They will have little tolerance for off-topic information.

* 1. Accuracy

Make sure that the information is correct based on the conclusion that has been drawn from the investigations regarding the hypothesis. Any data sources used should have reputable sources. Providing incorrect, outdated or misleading information is a violation of the trust an audience puts in an author.

* 1. Useability
     1. Plug-ins

Plug-ins are software modules added to applications to enhance their functionality, such as browser plugins to block pop-up or display PDF documents.

* + 1. Browsers

The World Wide Web Consortium (W3C) publishes standard that websites and browsers are supposed to obey to be compatible with each other. However, no browser has perfectly achieved this aim and some sites do not word well in some browsers.

* + 1. Hardware

A web developer building a page for a 1920 x 1080-pixel monitor may be disappointed to see how unattractive and unusable the page renders on the 4-inch screen of a smartphone. Catering equally for all browsing devices is difficult. However, it is important to try and cater for the current popular devices [tablet, smartphone and desktop].

* + 1. Media

Avoid media that are only playable on certain platforms, such as Mac OS, or with certain players, such as Windows Media Player. Media not supported by major technology suppliers, such as Flash, should also be avoided.

* 1. Timeliness

The MMOS should be media-rich, and multimodal files can be large and slow to load. For it to be timely, there should be no significant delays in retrieving the information provided. However, uses are known to be impatient; therefore, they are likely to leave if each page or screen takes more than a few seconds to load.

* 1. Completeness

Completeness means that the information you are presenting in you MMOS is just that: complete. The author needs to ensure they present all the findings to substantiate the conclusion audience successfully that the hypothesis was genuinely supported or refuted.

* 1. Attractiveness

The interface is the only part of the solution that users will see. It must be appealing, attractive and easy to use, regardless of how brilliant the information architecture is.